

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

December 29, 1997

JAN 0 6 REC'D

RJR Account #375878
P. Cox
McLANE-NORTHEAST

FEBRUARY: DORAL B1G1F PROMOTION #800018

Dear Paul:

Sales **Retail**

| | |
|------|------|
| 1221 | 1222 |
| 1222 | 1223 |
| 1223 | 1223 |
| 1224 | 1223 |
| 1225 | 1223 |
| 1226 | 1223 |
| 1229 | 1223 |
| 1240 | 1244 |
| 1244 | 1244 |

AE
JH, FP
FCL
PC MC SC PA
RSM RSM

We have placed orders for *Doral B1G1F* pre-sleeved product as listed to pack and ship this promotion to your participating retail accounts. **720** SKUs of Displays (item #536645) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

| PO Number | Product / State | #/Cases Per Style | | | | \$ Amount |
|-----------|-----------------|-------------------|-------------|-------------|-------------|-------------------|
| | | LIGHT | LT 100 | LT MN 100 | FF 100 | |
| | UPC Code | 12300-24960 | 12300-24961 | 12300-24963 | 12300-24962 | |
| ER2786-01 | B1G1F / CT | 1 | 1 | 1 | 1 | 274.70 |
| ER2787-01 | B1G1F / MA | 1 | 1 | 1 | 1 | 118.70 |
| ER2788-01 | B1G1F / NY | 20 | 20 | 20 | 20 | 4,774.38 |
| ER2789-01 | B1G1F / PA | 1 | 1 | 1 | 1 | 388.70 |
| ER2790-01 | B1G1F / NH | 1 | 1 | 1 | 1 | 94.70 |
| | TOTALS | 24 | 24 | 24 | 24 | \$5,651.18 |

Product Arrival:

January 26, 1998

Shipper Displays Arrival (Consolidated):

January 29, 1998

Ship Date to Retail:

Week of February 16, 1998

DISPLAY DETAIL (#536645)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE:

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

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-2-
B1G1F
McLane NE

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER
LIST*.

DISPLAY LOAD:

* 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail
on a timely basis. This equates to \$470.40 (33.6 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the
marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

VAPB2G1F.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

FEBRUARY: DORAL B1G1F / PROMOTION #800018

RETAIL DISTRIBUTION DATE: 2/16/98

| RETAIL DISTRIBUTION DATE: 2/16/98 | | | | NUMBER OF DISPLAYS PER GROUP PER STATE | | | | | | | | | | | | |
|-----------------------------------|---------------|--|-------------------|--|----|----|----|----|----|----|-----|----|----------------------------------|----|----|----|
| CHAIN NAME | NO. OF STORES | #/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT | TOTAL #/ DISPLAYS | | | | | | | | | | | | | |
| | | | | CT | DE | MA | MD | ME | NH | NJ | NY | OH | CT Y A H O G A | PA | RI | VT |
| A-PLUS/ SUNOCO | 138 | See List | 142 | 1 | | 23 | | | 2 | 4 | 97 | | | 12 | 3 | |
| BRADFORD OIL | 6 | 1 | 6 | | | | | | 4 | | | | | | | 2 |
| COOKS CONVENIENT | 6 | See List | 9 | | | | | | | | 9 | | | | | |
| CONV EXPRESS | 5 | See List | 9 | | | | | | | | 9 | | | | | |
| EXPRESS MART | 40 | See List | 45 | | | | | | | | 45 | | | | | |
| HESS MART | 45 | See List | 80 | | | | | | | 2 | 77 | | | 1 | | |
| HESS STATION | 103 | See List | 116 | 1 | | 3 | | | | 9 | 98 | | | 4 | 1 | |
| J MART | 8 | 1 | 8 | | | | | | | | 8 | | | | | |
| KRAUSZERS | 12 | 1 | 12 | 12 | | | | | | | | | | | | |
| MANLEY'S | 11 | See List | 30 | | | | | | | | 30 | | | | | |
| MOBIL / ON THE RUN | 101 | 1 | 101 | 14 | | 13 | | | 13 | | 56 | | | | 5 | |
| QUICKWAY | 36 | See List | 36 | | | | | | | | 36 | | | | | |
| SUGARCREEK | 74 | 1 | 74 | | | | | | | | 74 | | | | | |
| SUNRISE FOODS | 21 | See List | 21 | | | | | | | | 21 | | | | | |
| | | | | | | | | | | | | | | | | |
| INDEPENDENTS & SMALL CHAINS | 19 | See List | 22 | 1 | | 4 | | | 2 | | 13 | | | 2 | | |
| TOTALS | 625 | | 711 | 29 | 0 | 43 | 0 | 0 | 21 | 15 | 573 | 0 | 0 | 19 | 9 | 2 |

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